



FOR IMMEDIATE RELEASE

Ascension Saint Alexius

Patrick Dealer Group

July 17<sup>th</sup>, 2023

**The West Dundee River Challenge Returns Thanks to Sponsorships from Ascension Saint Alexius and Patrick Dealer Group.**

*The West Dundee River Challenge, presented by Ascension, is back! On July 21<sup>st</sup>, the first race of the Intelligentsia Cup series will take place in downtown West Dundee. The beautiful route winds through the historic old town.*

Ascension Saint Alexius, a critical care hospital and ER offering advanced specialty care services, and the West Dundee River Challenge announced their returning sponsorship deal that names Ascension Saint Alexius the presenting sponsor of the West Dundee River Challenge.

They will use their sponsorship to shed light on the importance of diabetes education. “We’re thrilled to again be the presenting sponsor for this year’s West Dundee River Challenge,” said Roxann Barber, president of Ascension Saint Alexius in Hoffman Estates. “Physical activity is an essential part of managing diabetes, lowering blood sugar, improving cardiovascular fitness, and promoting weight loss. So, we’re happy to support the cyclists in this year’s challenge.”

Ascension Saint Alexius’s continued support has proven to make this event a success. Their assistance with the West Dundee River Challenge has displayed their commitment to delivering care for all.

The Patrick Dealer Group, a new and used car dealership, is the Official Pace Car of the race. The Patrick MINI will be leading the bikers along the route throughout each race.

Their marketing manager, Annette Viti says, “Patrick MINI has been the proud Pace Car sponsor for the Intelligentsia Cup West Dundee River Challenge for the past 3 years. It’s exciting for us to work with such a passionate team. The Village of West Dundee and the local organizing committee continue to create a wonderful experience for the riders, sponsors, and guests. Next time you are in the market for a new or used car, visit Patrick MINI on Golf Road in Schaumburg and learn why the MINI Cooper is the most fun car on the road”.

With Patrick’s MINI Cooper being one of their more fun brands, it pairs well with the official pace car of an equally fun event. The vibrant colors and design of the MINI Cooper only add to the excitement of the race.

Village of West Dundee, the town where the race takes place, and the West Dundee River Challenge have worked together for years to make this event a success.

"The Village of West Dundee is extremely excited to be the kickoff location for the Intelligentsia Cup Chicago. We have a very energetic group of local residents that continue to put forth great effort into creating this community event and are attempting to grow this event every year. The community is thrilled to showcase the Village of West Dundee and what we believe is one of the best Intelligentsia Cup venues and routes on the circuit as the course runs along the Fox River and concludes with 'the hill' on Washington Street", stated Village Manager Joseph Cavallaro.

The Village of West Dundee is dedicated to creating special events for their residents to enjoy while the West Dundee River Challenge aims to not only offer pro and amateur races for competitors everywhere but to also bring a great experience to the West Dundee community. Their similar interest in the success of the event is what makes this event such a delight each year.

The Intelligentsia Cup, the whole series of Chicagoland races, has hosted 1 of its 10 races in West Dundee for 7 years now.

"The West Dundee River Challenge p/b Ascension Saint Alexius is an amazing way to kick off the Intelligentsia Cup series - not only because our racers love the short, technical racecourse - even the killer "leg-breaker" climb just before the finish line - but more importantly because of the wonderful way that the Village of West Dundee embraces the racers and the event. Many families in the Village graciously open their homes for racers to stay with them, and this year a number of residents will invite racers to "camp out" on their front lawns on the day of the event. Such wonderful hospitality" said Marco Colbert, Intelligentsia Cup Race Director.

The West Dundee River Challenge will offer many other amusements in addition to the races. The event will have food, drinks, live music, kids' activities, a business expo, a family bike parade, and many other unique and fun ventures.